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(54) Title: INTERNET ON-LINE SERVICE SYSTEM

(57) Abstract: An internet on-line service system comprising an identification code (12) given to customers who used services of off-line shops (2), an internet server (8) where an internet site (6) supplying additional internet services for the customers who received the identification code (12) has been loaded, and an internet terminal (10) which the customers use to access the internet site (6), wherein the identification code (12) made of predetermined numbers, figures or characters etc. is printed on a ticket (4) which is given to the customers who used services of the off-line shops (2), and is provided with the customer, and wherein an identification code input portion (16) which is formed to input the identification code (12) provided with each customer is arranged at the internet site (6), and, accordingly, the customer can get the services which are offered from the internet site (6) after inputting his/her identification code (12) into the identification code input portion (16).

WO 01/22692 A2

## INTERNET ON-LINE SERVICE SYSTEM

### FIELD OF THE INVENTION

The present invention relates to an internet on-line service system and more particularly to an internet on-line service system which can increase sales by providing a variety of additional services for the customers who use the services of the business on line or off-line.

### BACKGROUND OF THE INVENTION

Conventionally, a franchise company managing a plurality of chain stores or a sales business managing agents etc. projects events like present lottery or appreciation gift presentation to increase sales of the company's shops. More particularly, the present lottery is often used because it selects the minority of the customers and can present comparatively expensive goods.

However, the present lottery is not lasting in effect because sales increases only during the event, cost is increased because the lottery ticket should be provided to a customer, and the customer may feel bored of the lottery because he/she cannot know the result until the lottery day. More particularly, there was a problem that, if the customer doesn't know the fact of prize winning or misses the lottery ticket, he/she is unable to receive the presents despite prize winning. Accordingly, there was a problem that the original purpose to make the customer have interest and shop at the company's stores cannot be achieved.

Further, as internet is developed nowadays, internet shopping mall which induces the customer to buy goods through the internet, or advertisement site targeting member companies' advertisement is in the trend of increase. The internet shopping mall or the advertisement site also uses a present system in which

predetermined prize money or prize goods is given to the customer. And, the internet shopping mall or the advertisement site also gives the presents by performing the lottery for the customer who visits the company's internet site and join in as a member or for the customer who buys goods or saw the advertisement during a predetermined term or the event term. However, the lottery event also has a problem that the original purpose to enable the customer to access only the company's internet site persistently cannot be achieved not only because the customer awaits until the lottery day but also because he/she may not know the fact of prize winning.

On the other hand, internet sites wherein the members provided with access code can access and get a variety of additional services like the present lottery are increased nowadays.

#### SUMMARY OF THE INVENTION

The present invention is created to solve the above described problems and so the object of the invention is to provide an internet on-line service system and more particularly to an internet on-line service system which can increase sales by providing a variety of additional services for the customers who use the services of the business on-line or off-line.

#### BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 shows a diagram of an internet on-line service system according to a preferred embodiment of the invention.

Figure 2 shows a home page of an internet on-line service system according to Figure 1.

Figure 3 shows a diagram of another preferred embodiment according to the invention.

Figure 4 shows a diagram of an internet on-line service system according to Figure 3.

## DETAILED DESCRIPTION OF THE INVENTION

According to an aspect of the invention, there is provided an internet on-line service system comprising an identification code 12 provided with customers who used services of off-line shops 2, an internet server 8 where an internet site 6 supplying additional internet services for the customers who received the identification code 12 has been loaded, and an internet terminal 10 which the customers use to access the internet site 6, wherein the identification code 12 made of predetermined numbers, figures or characters etc. is printed on a ticket 4 which is given to the customers who used services of the off-line shops 2, and is provided with the customer, and wherein an identification code input portion 16 which is formed to input the identification code 12 provided with each customer is arranged at the internet site 6, and, accordingly, the customer can get the services which are offered from the internet site 6 after inputting his/her identification code 12 into the identification code input portion 16.

According to another aspect of the invention, there is provided an internet on-line service system comprising an identification code visiting on-line internet site 6, an internet server 8 where an internet site 6 supplying additional services for the customers who received the identification code 12 has been loaded, and an internet terminal 10 which the customers use to access the internet site 6, wherein the identification code 12 composed of predetermined numbers, figures or characters etc. is automatically the customers visiting the internet site 6, and wherein an identification code input portion 16 which is formed to input the identification code 12 provided with each customer is arranged at the internet site 6, and, accordingly, the customer can get the services which are offered

from the internet site 6 after inputting his/her identification code 12 into the identification code input portion 16.

According to another embodiment of the invention, there is provided an internet on-line service system wherein, because a game portion 18 which enables the customer to play instant lottery game is arranged at the internet site 6, the customer can input the identification code 12 into the identification code input portion 16, and instantly hold the present lottery through the game portion 18.

According to another embodiment of the invention, there is provided an internet on-line service system wherein, because qualification data districting the use extent when the customer uses the services of the internet site 6 is included in the identification code 12, the services that the customer can use in the internet site 6 is different according to the degree that he/she uses the services of off-line shops 2 or on-line internet site 6.

A preferred embodiment of the invention will be described in detail below by referring to the accompanying drawings.

Figure 1 shows an internet on-line service system according to the invention, and is illustrative of the internet on-line service system using such a ticket as a receipt, a bill, a application ticket, an entrance ticket, or a lottery ticket which is provided with the customer when he/she uses the services of the company's shops 2.

The internet on-line service system comprises an identification code 12 which is provided with each customer who used the services of off-line shops 2, an internet server 8 where an internet site 6 supplying additional services for the customers who received the identification code 12 has been loaded, and an internet terminal 10 which the customers use to access the internet site 6.

The identification code 12 is printed on a predetermined place of the ticket when a ticket is produced. And the identification code 12 is made differently per each ticket by combination of numbers or characters and the like. And, the customer can access the internet site 6 by using the identification code 12 as ID.

As shown in Figure 2, an identification code input portion 16 which is formed to input an identification code 12 provided with each customer is arranged at the internet site 6. Accordingly, the customers can input the identification code 12 into the identification code input portion 16 and use the services of the internet site 6. And, a game portion 18 wherein the customer can personally enjoy an instant lottery game is arranged at one side of the internet site 6. The identification code input portion 16 is composed of blanks 20 of the same number as the ciphers of the identification code 12 printed on a ticket 4, and the customer can input his/her identification code 12 after clicking the identification code input portion 16. The game portion 18, like a slot machine, is divided into boards 22 of the same number as the ciphers of the identification code 12 printed on the ticket 4, and a start button 24 is arranged at one side of the game portion 18. Therefore, if a user moves a cursor 26 and clicks the start button 24, each board 22 is successively changed and displays a predetermined code. At this time, the code which is displayed in the game portion 18 has been unintentionally selected and automatically determined by the server 8. And, the server 8, after comparing the identification code 12 inputted by the customer with the code determined by the server 8, not only outputs predetermined data according to matching codes but also records the identification code 12 inputted in the identification code input portion 16 in a storage. Further, it is preferable that the customer cannot play the instant lottery game of the game portion 18 if he/she doesn't input the provided

identification code 12 into the identification code input portion 16.

A personal computer terminal, a cellular phone, IMT2000, or exclusive use terminal established at each shop 2 can be used as the terminal 10, which can display the internet site 6 loaded in the server on the monitor after accessing the server through a modem, LAN, or radio communication.

The numeral 28 shows an image loading portion which loads predetermined dynamic image or still image while the user pushes the start button 24 and plays the game.

Therefore, when the customer uses the services of each shop 2, receives a ticket 4, accesses the internet site 6 through the internet terminal 10, inputs the identification code 12 of the ticket 4 into the identification code input portion 16, and clicks the start button 24, because a certain code randomly determined by the server 8 is displayed in the selection code display portion 18, the customer can know immediately whether he/she won a prize or not. And, the identification code 12 of the identification code input portion 16 and the code determined by the server 8 are compared with each other and analyzed by the server 8, and outputted as predetermined data. Then, the manager(c.g. the company) running the internet site, on the basis of the data of the server 8, gives predetermined present or prize money to the customer who won a prize. At this time, it is necessary that the identification code 12 inputted in the identification code input portion 16 is stored in a storage device like disk etc. of the server 8 and the identification code 12 which has been already used cannot be used again.

Accordingly, the internet on-line service system of the invention can induce the interest of the customer because the customer who accessed the server 8 through internet can personally input the identification code 12 printed on the ticket 4, click the start button 24, and know immediately whether he/she won a prize

or not, and the customer can receive presents by accessing the internet site 6 at the time when he/she wants. Therefore, according to the invention there are advantages that cost is saved, the advertisement effect and sales amount are increased because the lottery effect can be lasting, and the customer has a lasting interest. More particularly, because the customer can immediately know the result of the lottery, there is no case that the customer doesn't know whether he/she won a prize and is unable to receive the presents.

At this time, it is possible that the manager(c.g. the company) gives an opportunity of prize winning to the customer once again by collecting the stored identification codes 12 in the identification code input portion 12 and performing the lottery again per predetermined term.

Further, it is possible to provide an internet on-line service system wherein qualification data districting the extent of the customer's use when he/she uses the services of the internet site 6 are included in the identification code 12, and the services that the customer can get in the internet site 6 are differently supply to the customer according to the degree that he/she used the services of the shops 2. So to speak, such data as the time when the customer used the company's shop 2 or the customer's cost are included in the identification code 12, and the probability of the customer's prize winning is adjusted according to the above data, and the different services like this can induce the customer to use the services of the company's shops 2 at particular time or to spend money much more at the shops 2.

Further, according to the embodiment of the invention, the game portion 18 of a slot machine formation is arranged at the internet site 6, and the customer can enjoy the instant lottery game. However, it is possible to induce the customer to use various kinds



of informations or game services by arranging a various kinds of information supply portions or a variety of game portions at the internet site 6. And, if necessary, it is also possible to induce the customer to access the other internet sites by the identification code 12 in cooperation with the other internet sites which are managed in a membership system or in a fee charge system.

Figure 3 and Figure 4 show another preferred embodiments according to the invention. Referring to the drawings, the identification code 12 uses a certain numbers, characters, or symbols given to the customer who accessed the internet site 6 through the internet terminal 10. And, a variety of click buttons 30 like banner advertisement, product icon, or link button linked to the other internet sites are arranged in the home page 6, and, if the customer clicks the click buttons 30, the server 8 determines the identification code 12 composed of certain numbers, characters, or symbols and the like, and the identification code 12 is displayed in the subsidiary display portion 32 arranged at one side of the internet site 6.

Accordingly, the internet on-line service system of the invention has advantages that induces the customers to access the company's internet site 6 many times because they can immediately know the result of the lottery by clicking the start button 24 after they input personally the identification code 12 displayed in the subsidiary display portion 32 into the identification code input portion 16, and that can increase the advertisement effect and the sales. More particularly, according to the system of the invention, there is no case that the customer misses the lottery ticket and cannot receive the presents because the given identification code 12 is instantly used.

Alternatively, the identification code 12 can be automatically inputted into the identification code input portion 16 when the customer clicks the click buttons 30, instead of being only displayed

in the subsidiary display portion 32. Further, as described above, besides a certain code which is automatically determined when the customer clicks the click buttons 30 is used as the identification code 12, in case of the membership system internet site wherein ID and password are demanded, the ID and the password of the customer can be used as the identification code 12, and, in case of the internet site wherein a special display portion displaying the customer visit number is included and the number of the customers who visited the home page until then is displayed, the customer visit number can be used as the identification code 12.

Further, the embodiment of the invention is illustrative of the internet site providing an identification code 12 with the customer and the internet site providing additional services with the customer are comprised in one site, however, it is possible that the internet site providing the identification code 12 with the customer and the internet site providing additional services with the customer are comprised in different sites, and the customer access the internet site providing additional services and receive the additional services after accessing a particular internet site and receiving an identification code 12.

As described above, according to the invention, there is provided an internet on-line service system wherein the sales can be increased because predetermined identification code 12 is provided with the customer who used the services of the business, and the customer can access the internet site 6, input the identification code 12 and get a variety of additional services provided from the internet site 6.

## CLAIMS :

1. An internet on-line service system comprising:

an identification code 12 provided with customers who used services of off-line shops 2;

an internet server 8 where an internet site 6 supplying additional internet services for the customers who received the identification code 12 has been loaded;

and an internet terminal 10 which the customers use to access the internet site 6,

wherein the identification code 12 made of predetermined numbers, figures or characters etc. is printed on a ticket 4 which is given to the customers who used services of the off-line shops 2, and is provided with the customer;

and wherein an identification code input portion 16 which is formed to input the identification code 12 provided with each customer is arranged at the internet site 6, and, accordingly, the customer can get the services which are offered from the internet site 6 after inputting his/her identification code 12 into the identification code input portion 16.

2. An internet on-line service system comprising:

an identification code visiting on-line internet site 6;

an internet server 8 where an internet site 6 supplying additional services for the customers who received the identification code 12 has been loaded;

and an internet terminal 10 which the customers use to access the internet site 6,

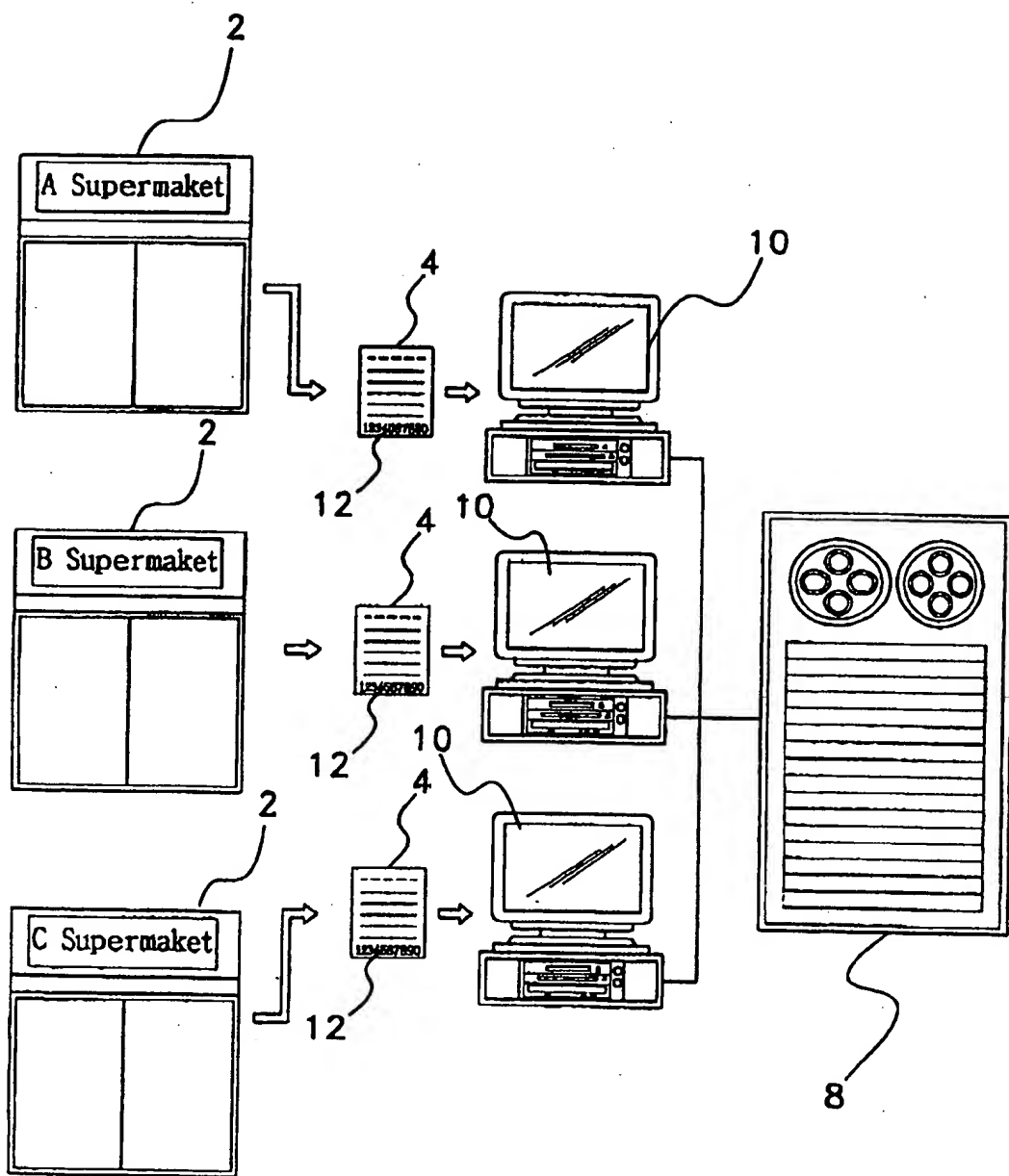
wherein the identification code 12 composed of predetermined numbers, figures or characters etc. is automatically the customers visiting the internet site 6;

and wherein an identification code input portion 16 which is

formed to input the identification code 12 provided with each customer is arranged at the internet site 6, and, accordingly, the customer can get the services which are offered from the internet site 6 after inputting his/her identification code 12 into the identification code input portion 16.

3. The internet on-line service system of Claim 1 or Claim 2, wherein, because a game portion 18 which enables the customer to play instant lottery game is arranged at the internet site 6, the customer can input the identification code 12 into the identification code input portion 16, and instantly hold the present lottery through the game portion 18.

4. The internet on-line service system of Claim 1 or Claim 2, wherein, because qualification data districting the use extent when the customer uses the services of the internet site 6 is included in the identification code 12, the services that the customer can use in the internet site 6 is different according to the degree that he/she uses the services of off-line shops 2 or on-line internet site 6.

FIG. 1  
1/4

SUBSTITUTE SHEET (RULE 26)

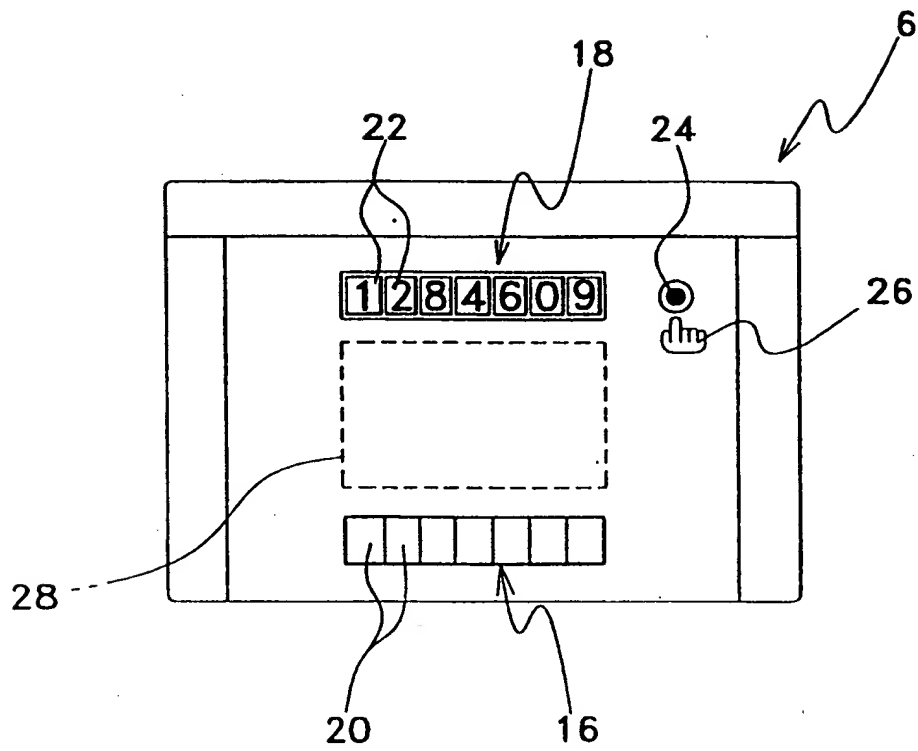
FIG. 2  
2/4

FIG. 3  
3/4

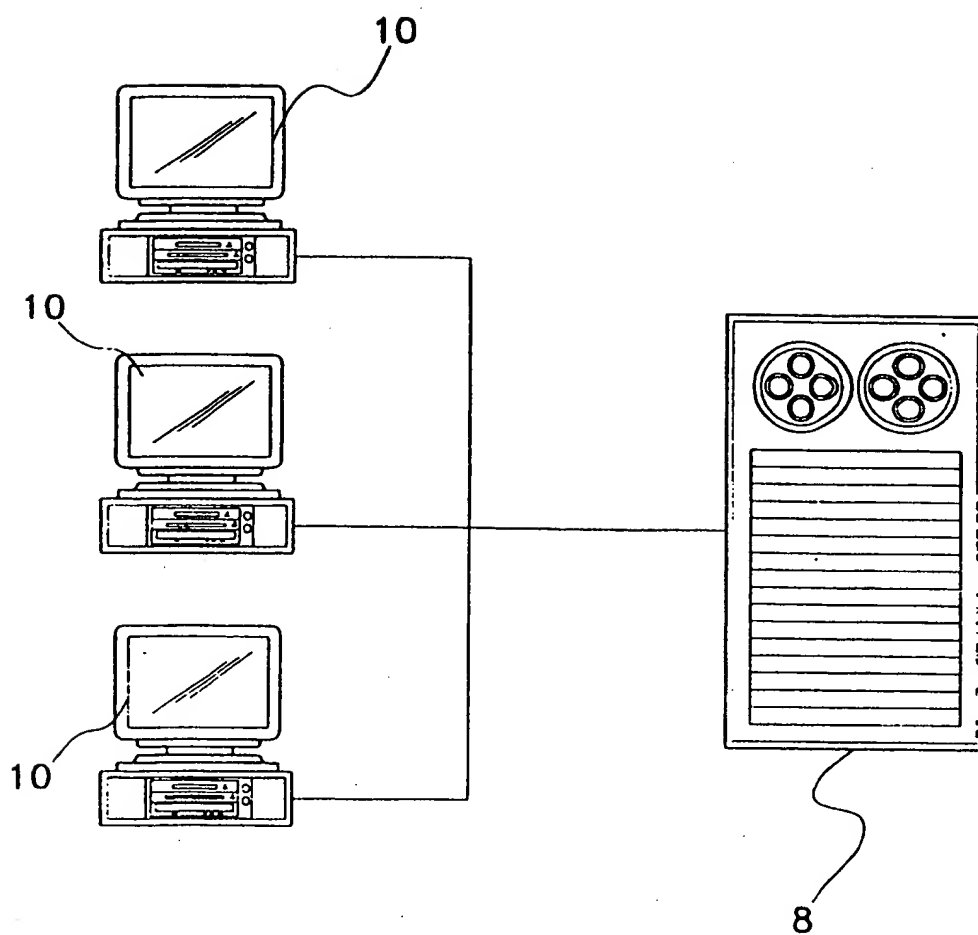


FIG. 4  
4/4

